

FOR IMMEDIATE RELEASE

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Louisville-based, john conti® Coffee Co., the regions' leading roaster, importer, and distributor of high-quality Gourmet Coffees & Teas, proudly announces the following promotions:

Mike Jones – Vice President

Michael is a Louisville native, who began his career with john conti® Coffee Co. in Oct 1993 at the age of 22. Michael has worked his way through the company ranks during the past 14 years, gathering business experience, people skills and leadership knowledge that are utilized daily.. “We are in an ever changing business model and the customers increasing education of coffee, demand for quality product, and expectation of the highest level of service requires that john conti® Coffee Co. must always be aggressive to stay ahead because there is no status quo.” An executive focused on excellence, Michael has been instrumental in overseeing a 45-year-old company that has experienced a growth in excess of 35% during his two-year tenure as General Manager. Establishing a culture of trust within the company is what he contributes the growth too. “Folks will give so much more of themselves to a company when they can look to the left and right and trust the people they work with, Michael states. “ This culture of trust must begin with leadership or it will never develop within the team and honesty is the only path to achieving trust.”

Kevin Shea – Director of Purchasing

Kevin Shea has been promoted to Director of Purchasing with the john conti® Coffee Co. Kevin joined john conti® Coffee Co. as Route Territory Manager for our Louisville operation in 1985, During the past 23 years, Kevin has worked and participated in overseeing all of john conti® Coffee Co.'s outlying branches that now operate route service throughout Kentucky, Indiana, Tennessee, West Virginia, Illinois, Missouri, and Virginia. This experience coupled with his extensive knowledge of products and services will prove to add to our continuing growth as the region's leading coffee importing and roasting facility.

Keith Hornbeck – Roasting and Packaging Manager

Keith Hornbeck has been promoted to Manager of the john conti® Coffee Co. Roasting and Packaging operation. Keith began with john conti® Coffee Co. 22 years ago, working in the packaging facility. During the past 22 years, Keith has acquired extensive knowledge of state of the art roasting and packaging systems. His knowledge and expertise is applied by overseeing all aspects of john conti® Coffee Co.'s roasting and packaging procedures. Last year john conti® Coffee Co. roasted over 1.5 million pounds of high quality coffees.

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About john conti® Coffee Co.

Founded in 1962 and based in Louisville, Kentucky, john conti® Coffee Co. is the region's largest roaster of specialty high-grown arabican coffees. The company roasts over 1.5 million pounds of coffee annually. All coffees are roasted in small batches insuring consistent quality in every cup. john conti® Coffee Co. is passionate about the quality of its coffees and teas. When a consumer selects john conti® Coffee, they can rest assured that they are getting "The best Coffee In Town"®. john conti® Coffee Co. has been serving the finest coffee in Kentucky, Indiana, Tennessee, Illinois, West Virginia, Virginia, Michigan, Wisconsin, New York, New Jersey, Minnesota and Ohio since 1971. john conti® Coffee Co. corporate office and roasting facility is located at 4023 Bardstown Road, Louisville, Kentucky. For more information, call 800-928-JAVA (5282) or visit our web-site: www.johnconti.com